

11

U.S. History  
History-Social  
Science Standard  
11.5.7.



# Mass Production, Marketing, and Consumption in the Roaring Twenties

## **California Education and the Environment Initiative**

Approved by the California State Board of Education, 2010

### **The Education and the Environment Initiative Curriculum is a cooperative endeavor of the following entities:**

California Environmental Protection Agency  
California Natural Resources Agency  
California State Board of Education  
California Department of Education  
Department of Resources Recycling and Recovery (CalRecycle)

### **Key Partners:**

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### **Office of Education and the Environment**

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<http://www.CaliforniaEEI.org>

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## Lesson 1 New Inventions Bring New Challenges

1	Moving Californians	2
2	Used Tire Dump	3
3	Tracy Tire Fire	4
4	After the Tracy Tire Fire	5

## Lesson 2 The Rise of Mass Production

5	Automobile Assembly Line, 1913	6
6	Inventions Timeline	7
7	Car Advertisement	8

## Lesson 3 A Rise in Mass Consumption

8	Mass Production and Consumption Cycle	9
9	Advertisement Guiding Questions	10

## Lesson 4 Changing the American Landscape

10	Production and Consumption, 1920s: Part 1	11
11	Production and Consumption, 1920s: Part 2	12

## Lesson 5 Consequences of Consumption

12	“White Pollution” in Beijing	13
13	Plastic Bag or Jellyfish?	14
14	Pacific Garbage Patch	15
15	“White Pollution” in the Marine Environment	16
16	Mass Production, Marketing, and Consumption: Part 1	17
17	Mass Production, Marketing, and Consumption: Part 2	18

## VA #1 Moving Californians



## VA #2 Used Tire Dump



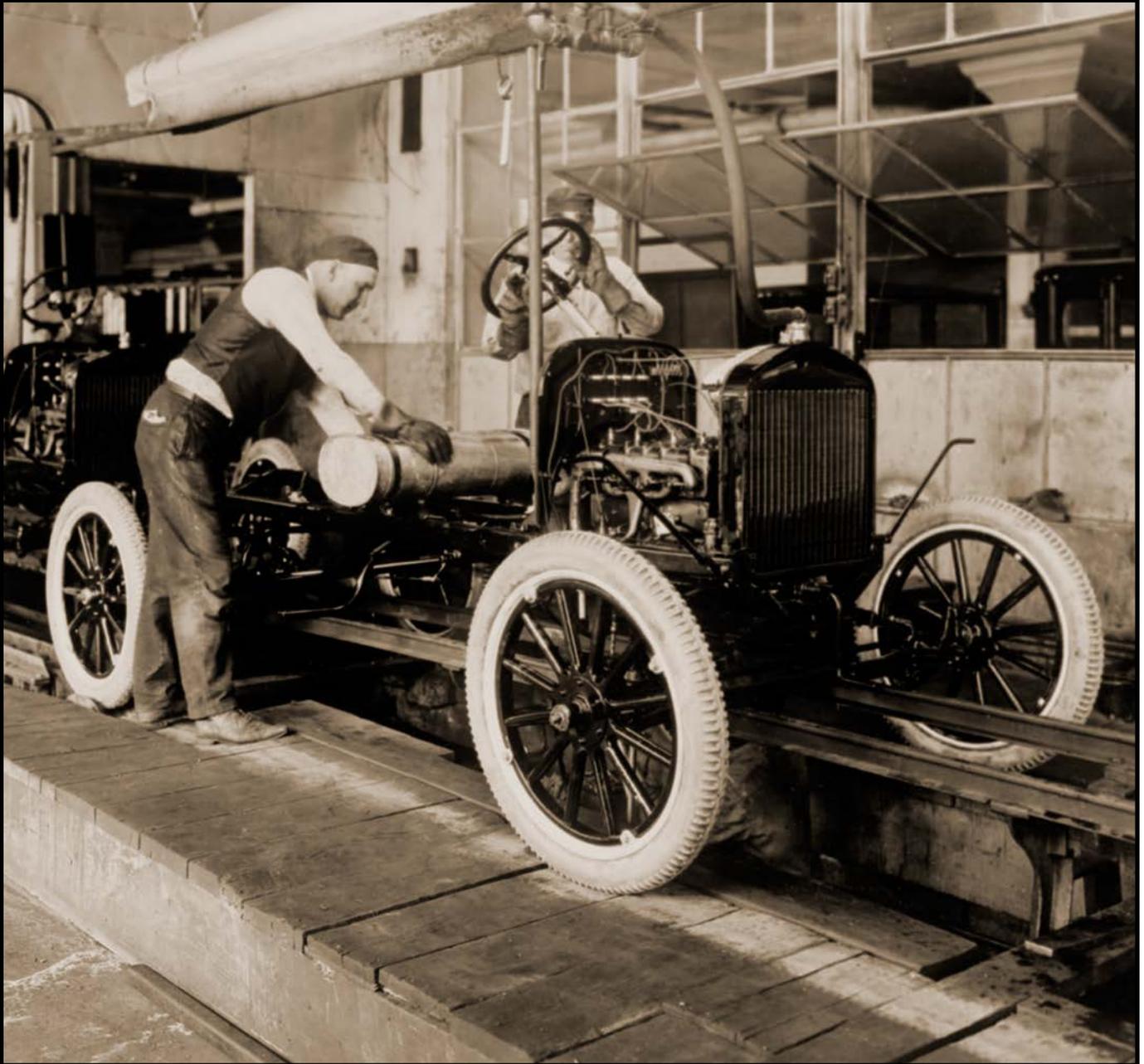
## VA #3 Tracy Tire Fire



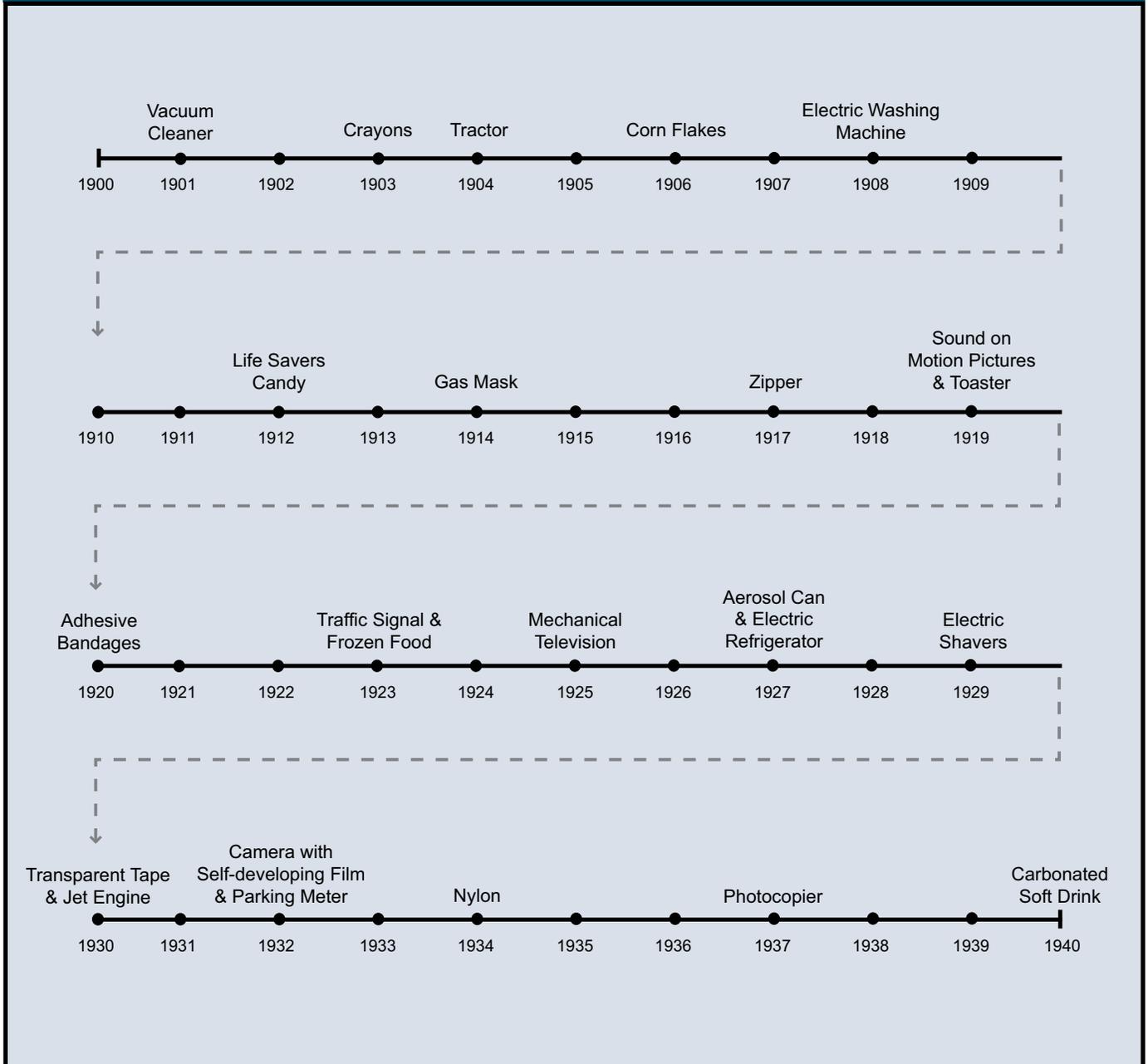
## VA #4 After the Tracy Tire Fire



## VA #5 Automobile Assembly Line, 1913



## VA #6 Inventions Timeline



## VA #7 Car Advertisement

# Ford

## Peak Production To Meet Record Sales

Demand for improved Ford cars during September established a sales record.

To meet this demand, Ford production is rapidly approaching a new peak, which insures early delivery.

Go to the nearest Authorized Dealer today and have him explain the many improvements that have been made.

Easy payment terms will gladly be arranged to suit your convenience.

RUNABOUT	-	•	9260	COUPE	-	•	8520
TUDOR SEDAN	-	•	580	FORDOR SEDAN	-	•	660

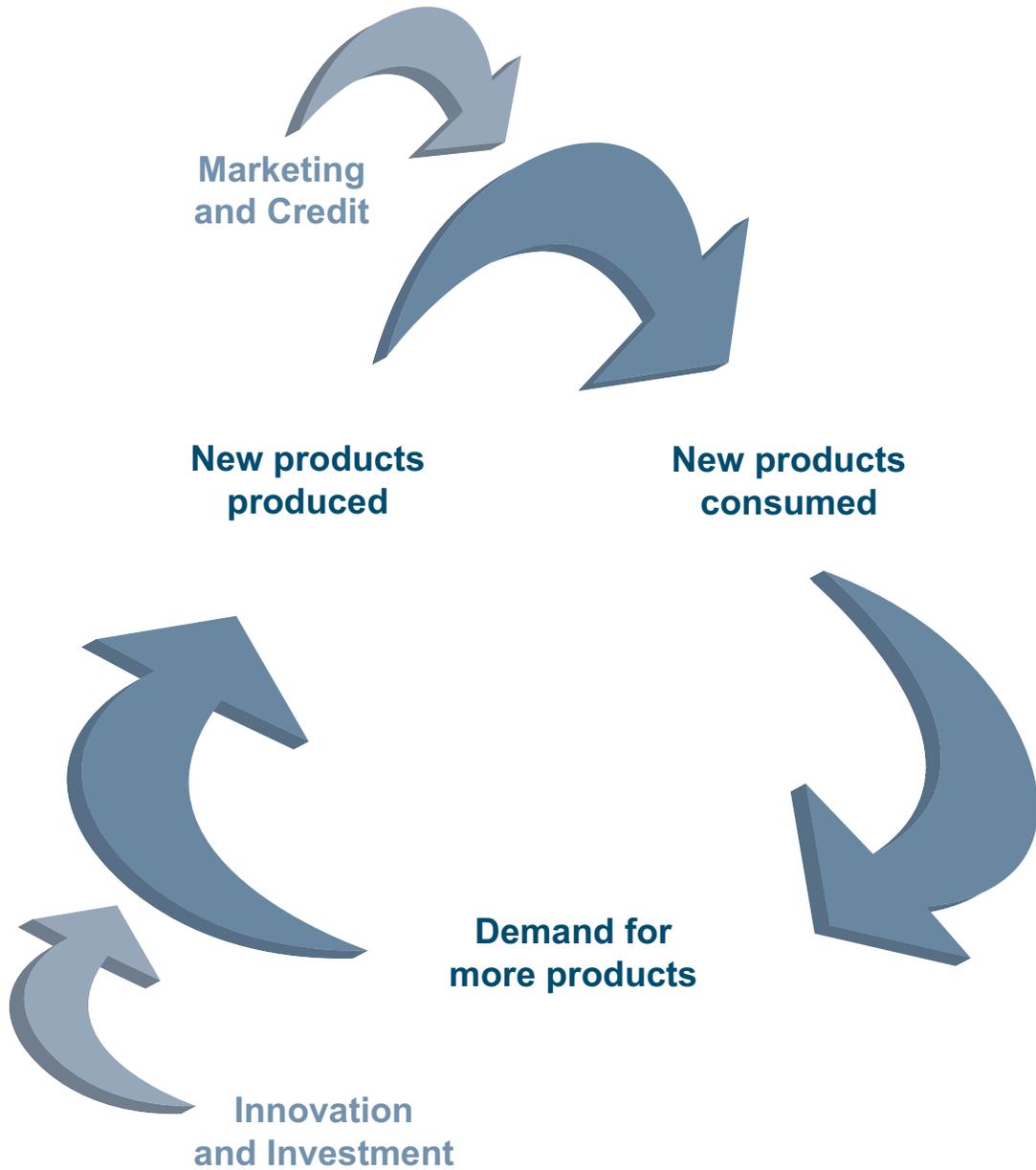
Closed cars in color. Demountable rims and starter extra on open cars.  
All prices f. o. b. Detroit.

FORD MOTOR COMPANY, DETROIT, MICHIGAN

Touring  
\$290  
F. O. B. Detroit



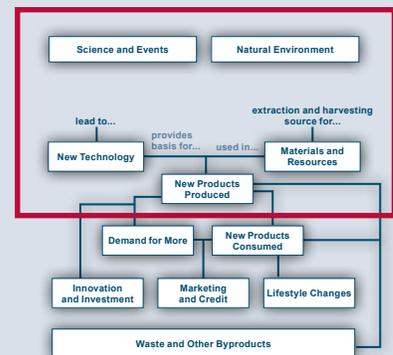
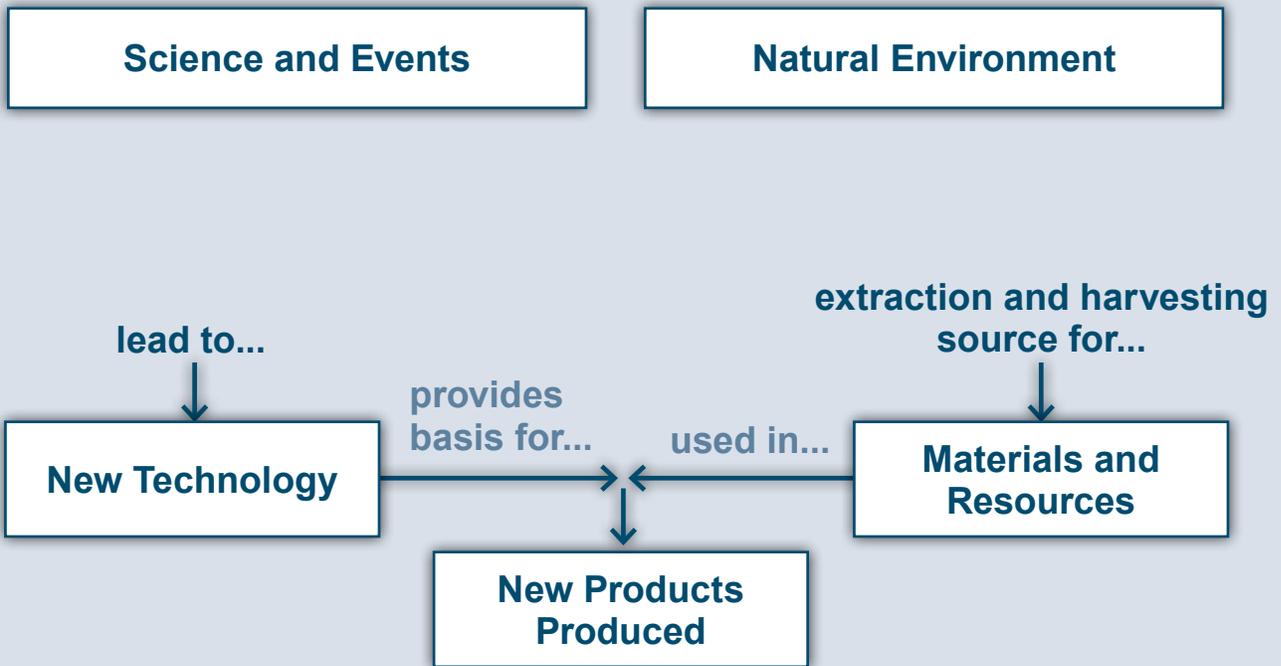
## VA #8 Mass Production and Consumption Cycle



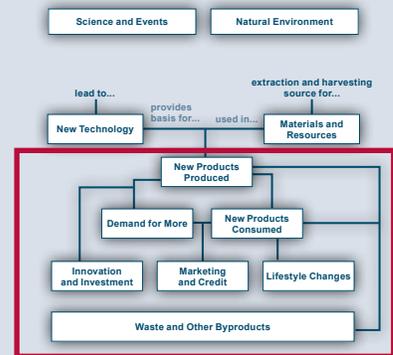
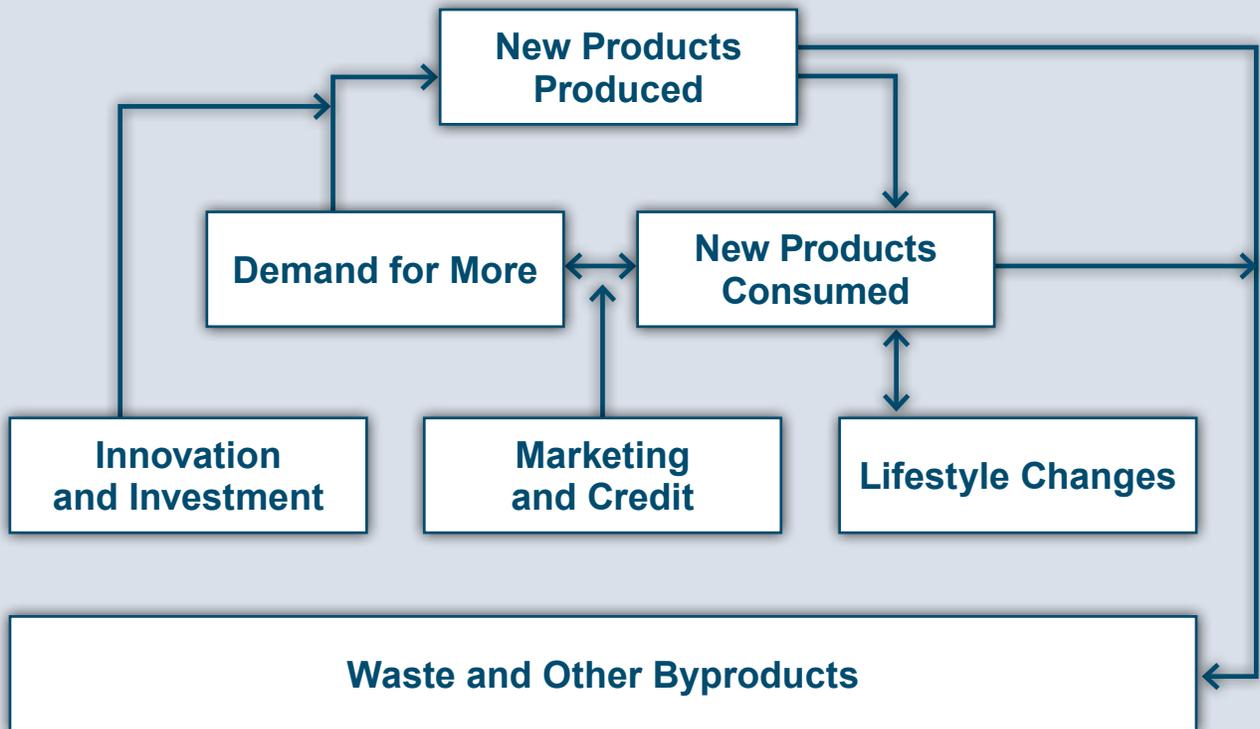
## VA #9 Advertisement Guiding Questions

- What is the item being advertised?
- What was its intended use or function?
- Who used this item in the 1920s?
- Who uses this item today? Has the intended use or function changed since the 1920s?
- What natural resources were used to produce this item?
- What was the effect on natural systems to make this item, use this item, and dispose of this item?
- Have the materials used to make this item changed since the 1920s? If so, what has changed and why? Do these changes alter the effects of this item on natural systems?

VA #10 Production and Consumption, 1920s: Part 1



## VA #11 Production and Consumption, 1920s: Part 2



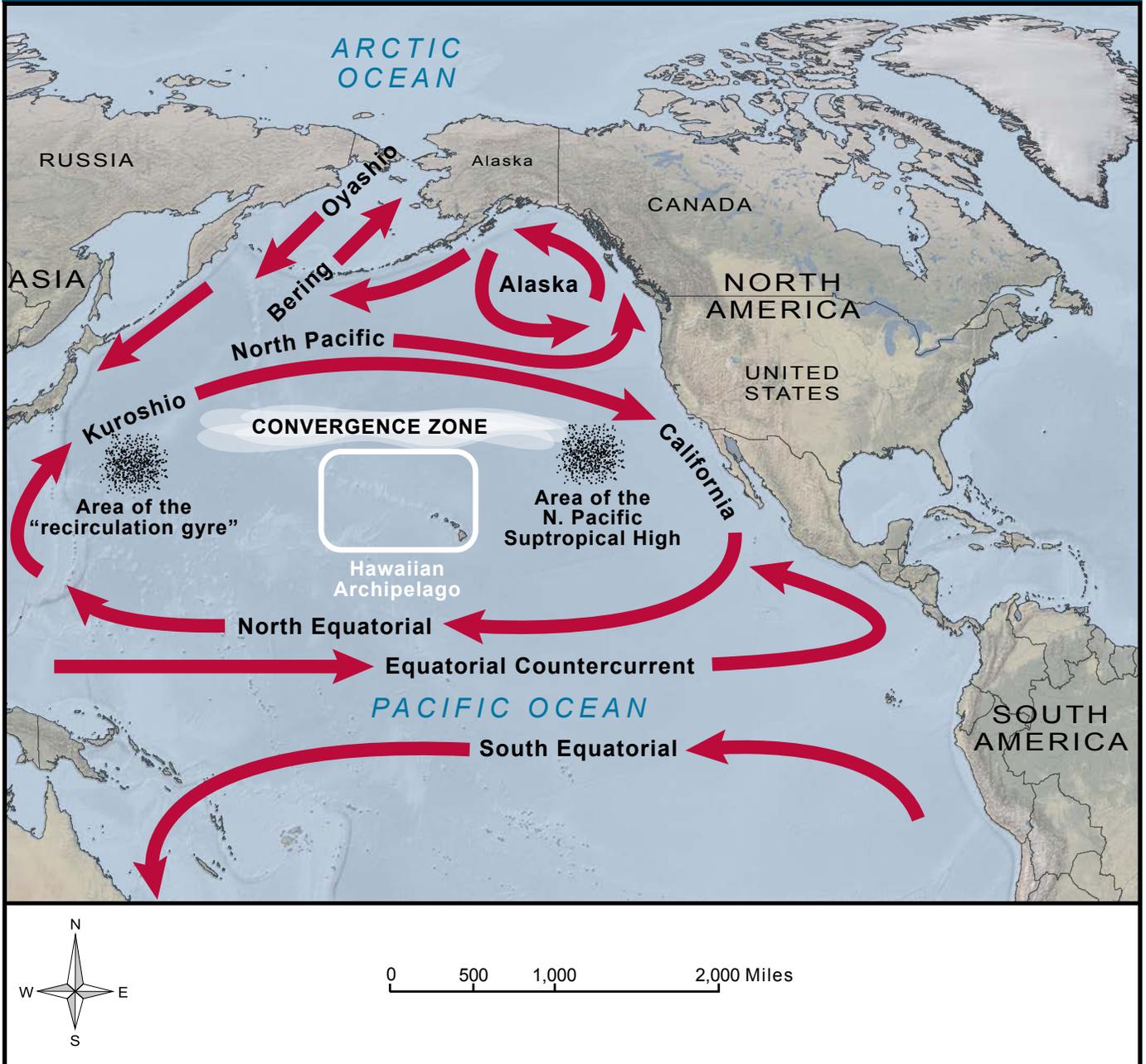
## VA #12 "White Pollution" in Beijing



VA #13 Plastic Bag or Jellyfish?



### VA #14 Pacific Garbage Patch



## VA #15 "White Pollution" in the Marine Environment



### VA #16 Mass Production, Marketing, and Consumption: Part 1

**Science and Events**

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**Natural Environment**

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lead to...



**New Technology**

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provides basis for...

used in...

**New Products Produced**

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extraction and harvesting source for...



**Materials and Resources**

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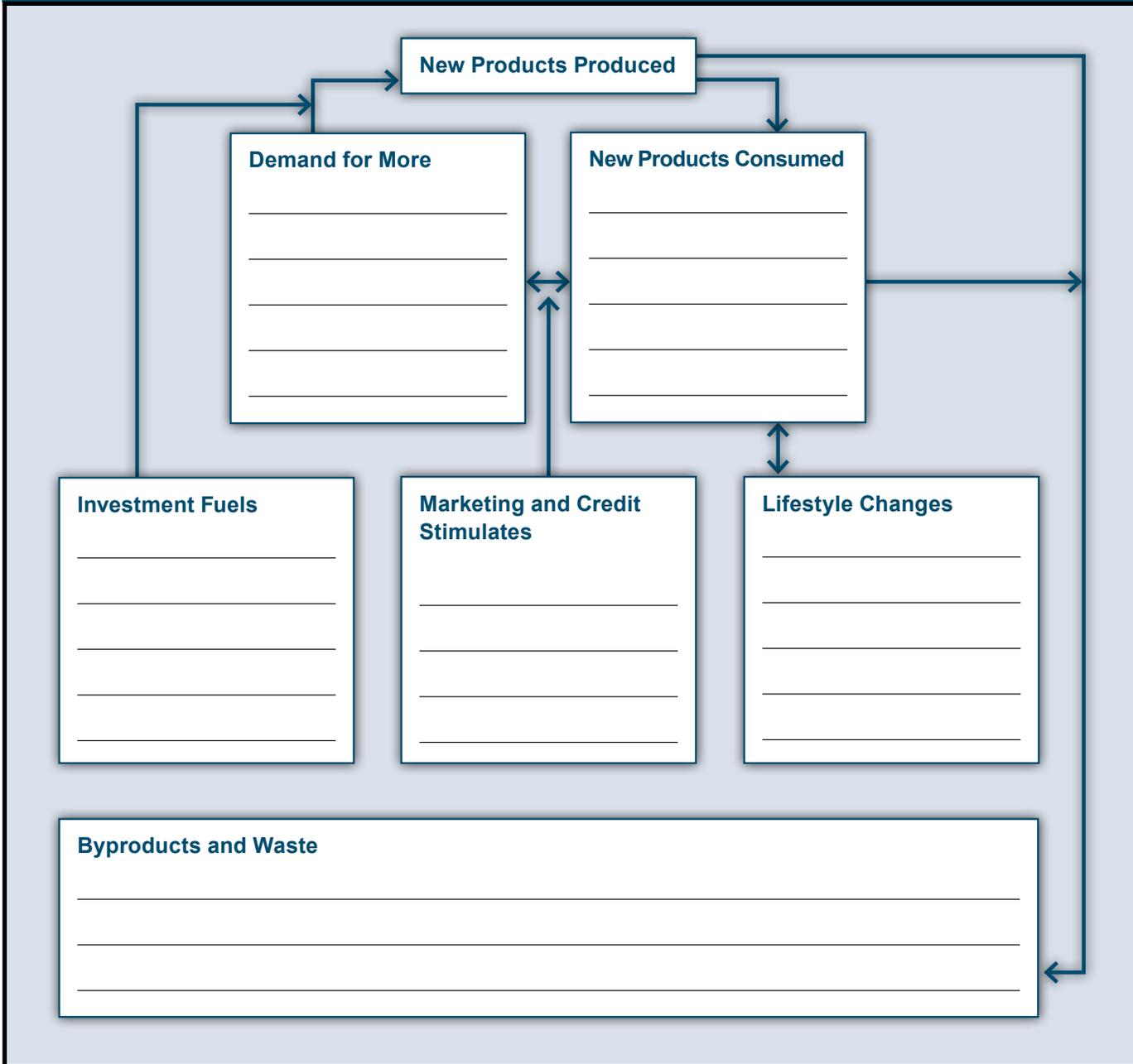
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### VA #17 Mass Production, Marketing, and Consumption: Part 2











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